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AMENDMENTS TO THE CLAIMS:

1. (Currently Amended) An information display apparatus comprising:
a reflecting plate having a main surface; and
a plurality of polarizing plates arranged on at least a part of a plurality of areas defined with a predetermined interval and width on said main surface, each having an axis of polarization equal to any of a plurality of different directions; wherein
a code is optically transmitted by light beams reflected from areas of said main surface on which said plurality of polarizing plates are arranged and areas of said main surface on which said polarization plates are not arranged, and
said reflecting plate is a ~~retroreflecting~~ retroreflecting plate configured to reflect at least part of the reflected light beams in the incident direction.
2. (Canceled)
3. (Previously Presented) The information display apparatus according to claim 1, further comprising
a transparent cover member having a color of similar hue to said polarizing plates, provided to cover said main surface and said plurality of polarizing plates.
4. (Previously Presented) The information display apparatus according to claim 1, further comprising
a light shielding plate arranged on at least a part of said plurality of areas.
5. (Previously Presented) The information display apparatus according to claim 4, wherein a surface of said light shielding plate has a color of similar hue to said polarizing plates.

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6. (Previously Presented) The information display apparatus according to claim 1, further comprising

a plurality of partition members provided on said main surface of said reflecting plate at a predetermined interval to define said plurality of areas.

7. (Previously Presented) The information display apparatus according to claim 6, wherein

each of said plurality of polarizing plates is detachably mounted on said plurality of areas partitioned by said plurality of partition members.

8. (Currently Amended) An information display apparatus comprising:

a reflecting plate having a main surface;

a plurality of polarizing plates arranged on at least a part of a plurality of areas defined with a predetermined interval and width on said main surface, each having an axis of polarization equal to any of a plurality of different directions; and

a light shielding plate having a color of similar hue to said polarizing plates, provided in any of said plurality of areas where said polarizing plates are not provided; wherein

a code is optically transmitted by light beams reflected from areas of said main surface on which said plurality of polarizing plates are provided, and

wherein said reflecting plate is a retroreflecting plate configured to reflect at least part of the reflected light beams in the incident direction.

9. (Canceled)

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10. (Previously Presented) The information display apparatus according to claim 8, further comprising

a plurality of partition members provided on said main surface of said reflecting plate at a predetermined interval to define said plurality of areas.

11. (Previously Presented) The information display apparatus according to claim 10, wherein

each of said plurality of polarizing plates and said light shielding plate is detachably mounted on said plurality of areas partitioned by said plurality of partition members.

12. (Previously presented) The information display apparatus according to claim 4, further comprising

a transparent cover member having a color of similar hue to said polarizing plates, provided to cover said plurality of polarizing plates and said light shielding plate.

13. (Previously Presented) An optical information reading apparatus, comprising:

a plurality of photo sensors for generating a light receiving signal of which amplitude varies in accordance with an amount of incident light of a specific wavelength range;

a plurality of polarizing plates having mutually different predetermined directions of polarization axis, arranged to cover a light receiving surface of said plurality of photo sensors;

means for receiving a light receiving signal from a predetermined first photo sensor among said plurality of photo sensors and for detecting existence of a series of valid signal sequence in the light receiving signal from said first photo sensor, said first photo sensor being provided with a first polarizing plate having polarization axis of a predetermined direction among said plurality of polarizing plates;

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first determining means responsive to said series of valid signal sequence for determining a method of decoding a signal sequence included in outputs from said plurality of photo sensors ;
and

means for decoding the signal sequence included in the outputs from said plurality of photo sensors by said determined method of decoding.

14. (Previously Presented) The optical information reading apparatus according to claim 13, wherein

said first determining means includes second determining means for determining a method of decoding a signal sequence included in outputs from said plurality of photo sensors based on an amplitude of a signal at a predetermined position among said series of valid signal sequence.

15. (Previously Presented) The optical information reading apparatus according to claim 14, wherein

said plurality of photo sensors includes a plurality of photo sensor;

polarizing plates provided corresponding to two photo sensors included in each of said plurality of photo sensor pairs have directions of polarization axes selected to cross each other at a predetermined angle;

said second determining means includes means for selecting any one of said plurality of photo sensor pairs based on an amplitude of a signal at a predetermined position among said series of valid signal sequence; and

said decoding means includes means for decoding one signal sequence from two outputs of both photo sensors included in the photo sensor pair selected by said selecting means.

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16. (Previously Presented) The optical information reading apparatus according to claim 15, wherein

said predetermined angle is a right angle.

17. (Previously Presented) The optical information reading apparatus according to claim 15, wherein

said decoding means includes means for determining a code based on a combination of amplitudes of two outputs of both photo sensors included in the photo sensor pair selected by said selecting means.

18. (Previously Presented) The optical information reading apparatus according to claim 15, wherein

said selecting means includes means for selecting any one of said plurality of photo sensor pairs based on amplitudes of signals at a plurality of positions including predetermined first and second positions, of said series of valid signal sequence.

19. (Previously Presented) The optical information reading apparatus according to claim 18, wherein

said first position is the head of said series of valid signal sequence.

20. (Previously Presented) The optical information reading apparatus according to claim 18, wherein

said second position is the tail of said series of valid signal sequence.

21. (Previously Presented) The optical information reading apparatus according to claim 13, further comprising

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means for storing a plurality of code tables respectively storing combinations of output amplitude combinations from said plurality of photo sensors and corresponding codes; wherein

said first determining means includes means for determining one of said plurality of code tables based on an amplitude of a signal at a predetermined position of said series of valid signal sequence; and

said decoding means includes means for converting a combination of amplitudes of signals output from said plurality of photo sensors simultaneously with said series of valid signal sequence to a code, using the code table selected by said selecting means.

22. (Previously Presented) The optical information reading apparatus according to claim 20, wherein

said predetermined angle is a right angle.

23. (Previously Presented) The optical information reading apparatus according to claim 20, wherein

said selecting means includes means for selecting any one of said plurality of photo sensor pairs based on amplitudes of signals at a plurality of positions including predetermined first and second positions, of said series of valid signal sequence.

24. (Previously Presented) The optical information reading apparatus according to claim 23, wherein

said first position is the head of said series of valid signal sequence.

25. (Previously Presented) The optical information reading apparatus according to claim 23, wherein

said second position is the tail of said series of valid signal sequence.

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26. (Previously Presented) The optical information reading apparatus according to claim 13, wherein

said first determining means includes second determining means responsive to said series of valid signal sequence, for determining relative positional relation between plane of polarization of light incident on said first polarizing plate and direction of polarization axis of said first polarizing plate and for determining a method of decoding a signal sequence included in outputs from said plurality of photo sensors.

27. (Previously Presented) The optical information reading apparatus according to claim 26, further comprising:

means for changing direction of the polarization axis of said first polarizing plate; and

means for detecting direction of polarization axis of said first polarizing plate; wherein

said second determining means includes determining means responsive to said series of valid signal sequence and to an output of said detecting means, for determining relative positional relation between plane of polarization of light incident on said first polarizing plate and direction of polarization axis of said first polarizing plate and for determining a method of decoding a signal sequence included in outputs from said plurality of photo sensors.